a pricing database, said pricing database constructed and arranged to store pricing information and to retrieve pricing information;

an advisor database, said advisor database constructed and arranged to store advisor information and to retrieve advisor information;

a catalog database, said catalog database constructed and arranged to store product information and to retrieve product information;

a content relationship manager, said content relationship manager constructed and arranged to store and to retrieve client relationship data;

a correlation engine;

a pricing function module operatively connected to said pricing database and said correlation engine;

an advisor function module operatively connected to said advisor database and said correlation engine;

a catalog module operatively connected to said catalog database and said correlation engine; and a correlation engine database operatively connected to said correlation engine, said correlation engine database constructed and arranged to store a result of said correlation engine and requests from said user;

wherein when said user submits a̶ the request having one or more user requirements to said server engine, said server engine forwards said request to said correlation engine, said correlation engine therein retrieves pricing information from said pricing database through said pricing function module, advisory information from said advisor database through said advisor function module, catalog information from said catalog database through said catalog module and correlates all of said information to form said response having one or more recommended selections responsive to the user requirement or user requirements to said user.

2. (Currently amended)   A̶n̶ computer system comprising:

a server engine, the server engine constructed and arranged to accept requests having one or more user requirements from a client device;

a correlation engine operative with the server engine;

a pricing function module operative with the correlation engine;

an advisor function module operative with the correlation engine;

a catalog operative with the correlation engine;

wherein upon receiving a the request having one or more user requirements from the client device via the server engine, the correlation engine references the pricing function module, the advisor function module, and the catalog to formulate a response to the request by ranking one or more items within the response according to one or more ~~parameters~~ user requirements within the request.

3. (Original) The computer system of claim 2 further comprising:

a database, the database operative with the correlation engine, the pricing function module, the advisor function module, and the catalog.

4. (Original) The computer system as in claim 2 further comprising a pricing database operative with the pricing function module.

5. (Original) The computer system as in claim 2 further comprising an advisor database operative with the advisor function module.

6. (Original) The computer system as in claim 2 further comprising a catalog database operative with the catalog.

7. (Original) The computer system as in claim 2 further comprising a pricing database operative with the pricing function module.

8. (Original) The computer system of claim 3, wherein the database is operative with an egate interface.

9. (Original) The computer system of claim 8, wherein the egate interface is operative with a database.

10. (Original) The computer system of claim 2 further comprising a client relationship manager.

11. (Original) The computer system of claim 10, wherein the client relationship manager has a customer relationship management module operative with the correlation engine.

12. (Original) The computer system of claim 11, wherein the client relationship manager is operative with client relationship data.

13. (Currently Amended) A method of providing to a user a ranking of elements ~~in~~from an online catalog according to a user-specified criteria comprising:

      receiving at a server engine which is part of a computer system a request from the user regarding two or more elements in the online catalog, the request including one or more user requirements;

      retrieving information about each of the elements;

      determining if ~~the product~~ each element is simple;

      if ~~the product~~ an element is not simple, then obtaining advisory input about the not-simple element from an advisory module;

      determining if the pricing of each element is simple;

      if the pricing of an element is not simple, then obtaining pricing input about the not-simple pricing from a pricing module;

      using a correlation engine in the computer system, evaluating the elements as to the extent that each of the elements meet the user requirements and ranking the elements accordingly; and

      using the computer system, presenting the user with a list of elements that are ranked according to ~~the advisory input and the pricing input and that~~ how the elements satisfy the user requirements in the request from the user.

14. (Currently Amended) A method of providing to a user a ranking of elements ~~in~~ from an online catalog according to a user-specified criteria comprising:

      receiving at a server engine a request from the user regarding two or more elements in the online catalog, the request including one or more user requirements;

      retrieving information about each of the elements;

      determining if ~~the product~~ each element is simple;

if ~~the product~~ an element is not simple, then obtaining advisory input about the not-simple element from an advisory module;

determining if the pricing of each element is simple;

if the pricing of an element is not simple, then obtaining pricing input about the not-simple pricing from a pricing module;

prompting the user to input additional preference information based upon the advisory input and the pricing input;

using the computer system, presenting the user with a list of elements that are ranked according to ~~the advisory input and the pricing input and that~~ how the elements satisfy the preference information and the user requirements in the request from the user.

15. (New) An apparatus that provides quantitative and qualitative recommended selections to a user as the result of ~~an~~ request having user requirements inputted by the user, said apparatus comprising:

a server engine, said server engine constructed and arranged to accept requests having one or more user requirements from the user and send a response having one or more recommended selections responsive to the user requirements thereto;

a pricing database, said pricing database constructed and arranged to store pricing information and to retrieve pricing information;

an advisor database, said advisor database constructed and arranged to store advisor information and to retrieve advisor information;

a catalog database, said catalog database constructed and arranged to store service information and to retrieve service information;

a content relationship manager, said content relationship manager constructed and arranged to store and to retrieve client relationship data;

a correlation engine;

a pricing function module operatively connected to said pricing database and said correlation engine;

an advisor function module operatively connected to said advisor database and said correlation engine;

a catalog module operatively connected to said catalog database and said correlation engine; and a correlation engine database operatively connected to said correlation engine, said correlation engine database constructed and arranged to store a result of said correlation engine and requests from said user;

wherein when said user submits the request having one or more user requirements to said server engine, said server engine forwards said request to said correlation engine, said correlation engine therein retrieves pricing information from said pricing database through said pricing function module, advisory information from said advisor database through said advisor function module, catalog information from said catalog database through said catalog module and correlates all of said information to form said response having one or more recommended selections responsive to the user requirements to said user.

16. (New) An apparatus as in claim 15 wherein the services are oilfield services.

17. (New) An apparatus as in claim 16 wherein the oilfield services are wireline services.

18. (New) An apparatus as in claim 17 wherein the response includes ranking one or more items within the response according to one or more user requirements within the request.

19. (New) An apparatus as in claim 18 wherein the ranking for service A, R_A, is calculated using the formula:

$$R_a = WF_1(X,Y,Z...)*WF_2(S,T,U...)*...$$